

WIPO ASIAN REGIONAL SEMINAR ON AN INTELLECTUAL PROPERTY
STRATEGY FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Daeduk, Republic of Korea
November 26 to 28, 2002

PROVISIONAL PROGRAM

Tuesday, November 26, 2002

9.00 - 9.30		Registration
9.30 - 10.00		Opening Ceremony
	Opening remarks:	Representative of the International Intellectual Property Training Institute (IIPTI)
		Representative of the Korean Industrial Property Office (KIPO)
		Representative of the World Intellectual Property Organization (WIPO) (Mr. Jaiya)
10.00 - 10.30	Coffee Break	
10.30 - 11.30	Theme I	(a) Importance of an Intellectual Property (IP) Strategy for Small and Medium-Sized Enterprises (SMEs) in Enhancing Their Market Competitiveness and Contributing to National Economic Growth
	Speakers:	From ROK
		From WIPO (Mr. Li)
11.30 - 12.00	Theme I	Discussion on Theme I (b) An Overview of the Objectives, Strategies and Activities of the Small and Medium-Sized Enterprises (SMEs) Division of WIPO
	Speaker:	From WIPO (Mr. Yoon)
12.00 - 14.00	Lunch	

Tuesday, November 26, 2002 (continued)

14.00 - 15.00	Theme II	Effective Use of IP Assets by, and Practical Issues in Developing Business Plans for, SMEs
	Speakers:	From Australia
		From Europe
15.00 - 15.30		Discussion on Theme II
15.30 - 16.00	Coffee Break	
16.00 - 17.00	Theme III	Formulating Patent Management Strategies for an Enterprise; Turning New Ideas into Commercial Products
	Speakers:	From USA
		From China
17.00 - 17.30		Discussion on Theme III
17.40 - 18.30	Performance	Korean Traditional Arts
18.30 - 20.00	KIPO/IPTI Reception	

Wednesday, November 27, 2002

9.00 - 10.00	Theme IV	Corporate Image, Product Positioning and Brand Equity: Strategies in Using Trademarks and Industrial Designs in Marketing and Advertising
	Speakers:	From India
		From WIPO (Mr. Jaiya)
10.00 - 10.30		Discussion on Theme IV
10.30 - 11.00	Coffee Break	
11.00 - 12.00	Theme V	How SMEs Can Benefit from Industrial Property Information
	Speakers:	From ROK
		From USA
12.00 - 12.30		Discussion on Theme V

Wednesday, November 27, 2002 (continued)

12.30 - 14.00	Lunch	
14.00 - 15.00	Theme VI	Case Study: Impact of the IP System on Technological Innovation by High-Tech Firms, with Particular Reference to SMEs
	Speakers:	From Republic of Korea From Europe
15.00 - 15.30		Discussion on Theme VI
15.30 - 16.00	Coffee Break	
16.00 - 18.00		Visit to Korean Industrial Property Office (KIPO)
18.30 - 20.00	WIPO Reception	

Thursday, November 28, 2002

9.00 - 10.00	Theme VII	Case Studies on the Successful Use of the IP System by SMEs; Best Practices
	Speakers:	From Australia From India
10.00 - 10.30		Discussion on Theme VII
10.30 - 11.00	Coffee Break	
11.00 - 12.00	Panel Discussion:	Major Policy Issues for Promoting the Use of the IP System by SMEs in Developing Countries of the Region for Business Success
	Panelists:	All Speakers
12.00 - 12.30		Closing Ceremony

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